

**Table 18.13-- NEW RETAIL CAR AND LIGHT TRUCK (VAN)
REGISTRATIONS, BY NAMEPLATE: 2023 AND 2024**

Nameplate	2023 1/	2024
Total	46,593	45,104
Acura	386	282
Audi	387	308
BMW	1,468	1,293
Buick	67	71
Cadillac	113	93
Chevrolet	1,820	1,930
Chrysler/Dodge/Jeep/Ram	1,780	1,457
Ford	2,961	2,925
Genesis	153	148
GMC	437	445
Honda	5,252	5,698
Hyundai	2,002	1,760
Infiniti	83	75
Jaguar	19	17
Kia	2,369	2,527
Land Rover	119	126
Lexus	1,615	1,801
Lincoln	53	76
Maserati	18	16
Mazda	585	687
Mercedes	949	760
MINI	286	223
Mitsubishi	56	55
Nissan	3,021	2,716
Polestar	-	1
Porsche	272	210
Rivian	28	188
Subaru	2,760	2,162
Telsa	3,713	3,601
Toyota	12,914	12,454
Volkswagen	718	849
Volvo	162	104
All others	27	46

1/ Revised from previous *Data Book*.

Source: Hawaii Automobile Dealers Association, *Hawaii Auto Outlook, 2024 Q4* <<https://hawaiiautodealer.com/wp-content/uploads/2025/02/2024-Q4-Hawaii-Auto-Outlook-Covering-Q4-2024.pdf>> accessed on June 18, 2025 and previous editions.